

# Monthly Tourist Tax Data Analysis

## Tourist Tax Data and Statistics Report for Brevard County For Month Ending December 31, 2015



ORLANDO'S CLOSEST BEACHES  
[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)



# Table of Contents

- 1) Letter of Disclosure and Explanation
- 2) Map of Tourist Tax Collections by Area
- 3) Tourist Tax Collections by Area December 2015
- 4) Tourist Tax Collections by Type December 2015
- 5) Titusville Area by Type December 2015
- 6) Cocoa Beach Area by Type December 2015
- 7) Cocoa -Merritt Island-Rockledge Area by Type December 2015
- 8) Melbourne Beach Area by Type December 2015
- 9) Melbourne-Viera-Palm Bay Area by Type December 2015
- 10) Tourist Tax Collections by Type December 2015 Stacked
- 11) Three Year December Comparison by Area
- 12) Three Year December Comparison by Area Stacked
- 13) Revenue Analysis FY 13, FY 14 and YTD FY15 Data
- 14) Revenue Analysis FY 13, FY 14 and YTD FY15 Chart
- 15) Three Year Comparison by Area Stacked
- 16) Tourist Tax Collections by Area  
Calendar Year 2015 as of December 31st
- 17) Tourist Tax Collections by Type Calendar Year 2015 as of  
December 31st
- 18) Titusville Area by Type - Calendar Year 2015 as of  
December 31st
- 19) Cocoa Beach Area by Type- Calendar Year 2015 as of  
December 31st
- 20) Cocoa -Merritt Island-Rockledge Area by Type  
Calendar Year 2015 as of December 31st
- 21) Melbourne Beach Area by Type - Calendar Year 2015  
as of December 31st
- 22) Melbourne-Viera-Palm Bay Area by Type  
Calendar Year 2015 as of December 31st
- 23) Tourist Tax Collections by Type Stacked as of December 31st  
Calendar Year 2013, 2014 & 2015
- 24) Three Year Comparison by Area as of December 31st  
Calendar Year 2013, 2014 & 2015
- 25) Three Year Comparison by Area Stacked as of December 31st  
Calendar Year 2013, 2014 & 2015
- 26) Support Data and Service Contributions

# Tourist Development Council

February 16, 2015

Tourist Development Council  
Brevard County, Florida

## Tourist Tax Data and Statistics Report for month ending: December 31, 2015

Please find included herein the historical "Tourist Tax Data and Statistics Report" for the month ending December 31, 2015. The data in this report is grouped in accordance with guidelines as prescribed in Florida Statutes.

Please be advised of the following which affect the data grouping and reporting:

1. All information is unaudited.
2. "Gross Receipts" represents Tourist Tax Collection figures reported to the Tourist Development Office from the Tax Collector's Office and all statistics are based on tax returns submitted and paid. Statistics are subject to change due to subsequent collections and future enforcement action.
3. The geographical definition of current zones may be modified for compliance in future reporting.
4. Recent modifications to data reporting systems and regulations apply to data that is generated by our tax collection process and related systems. Third party data which may be obtained by us to provide enhanced statistics are outside such regulation, such as the STR report.
5. Please note the following for types of properties, which have been grouped for better organization and representation of the data:
  - Hotel / Motel represents all Hotels and Motels
  - Condos represents all Condominiums and Apartments
  - Vacation Rentals represents all Vacation Rentals, Single Family, Interval Owner, Cottage, Duplex, Mobile Home Park, Room, Rooming House, and Other
  - RV Park / Campground represents all RV Parks and Campgrounds

If I can be of further assistance to the Council, or should you wish to discuss this report further, please do not hesitate to contact me.

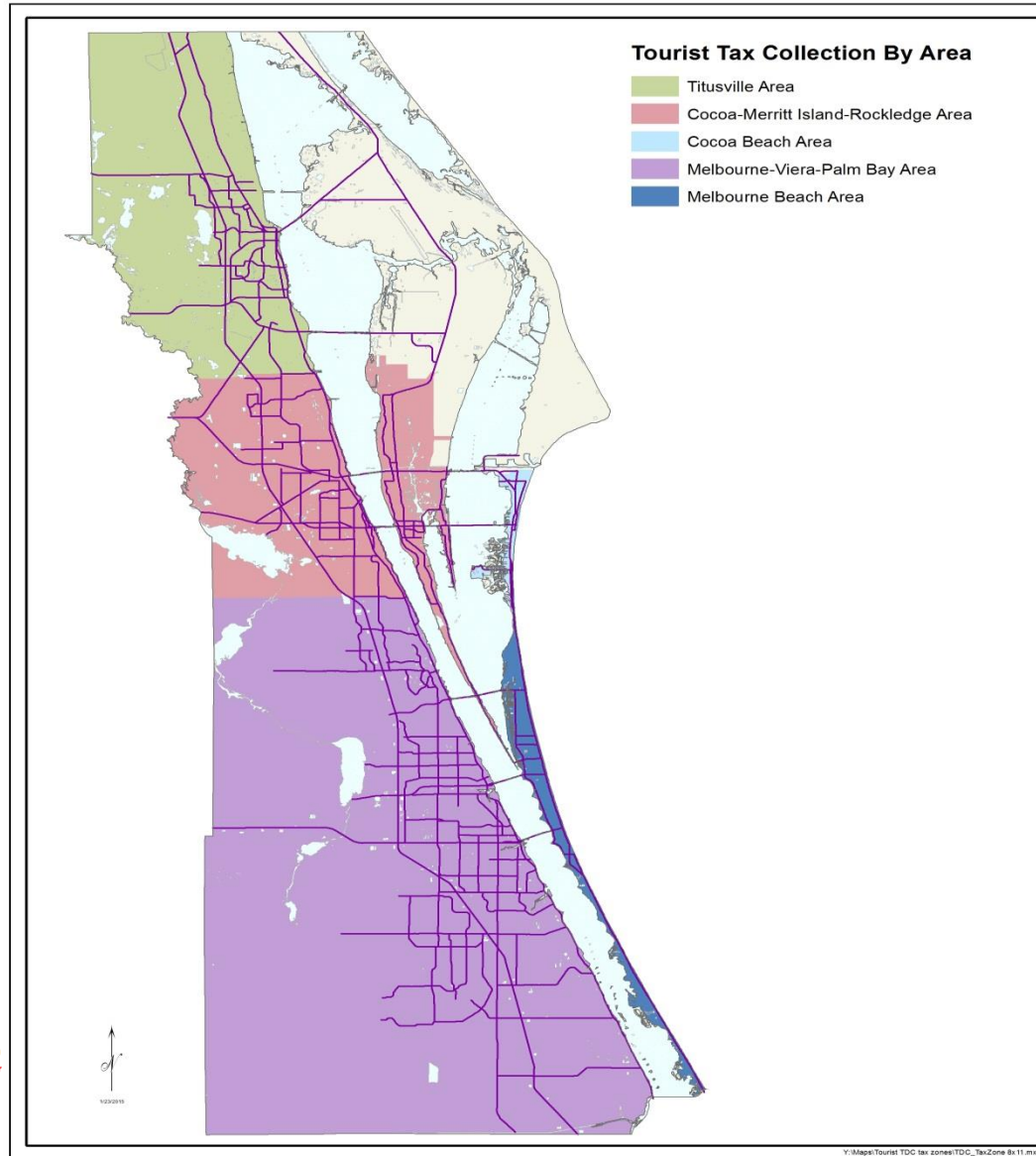


ORLANDO'S CLOSEST BEACHES  
[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)

Sincerely

Stacy DeLano  
Finance Director  
Tourist Development Office

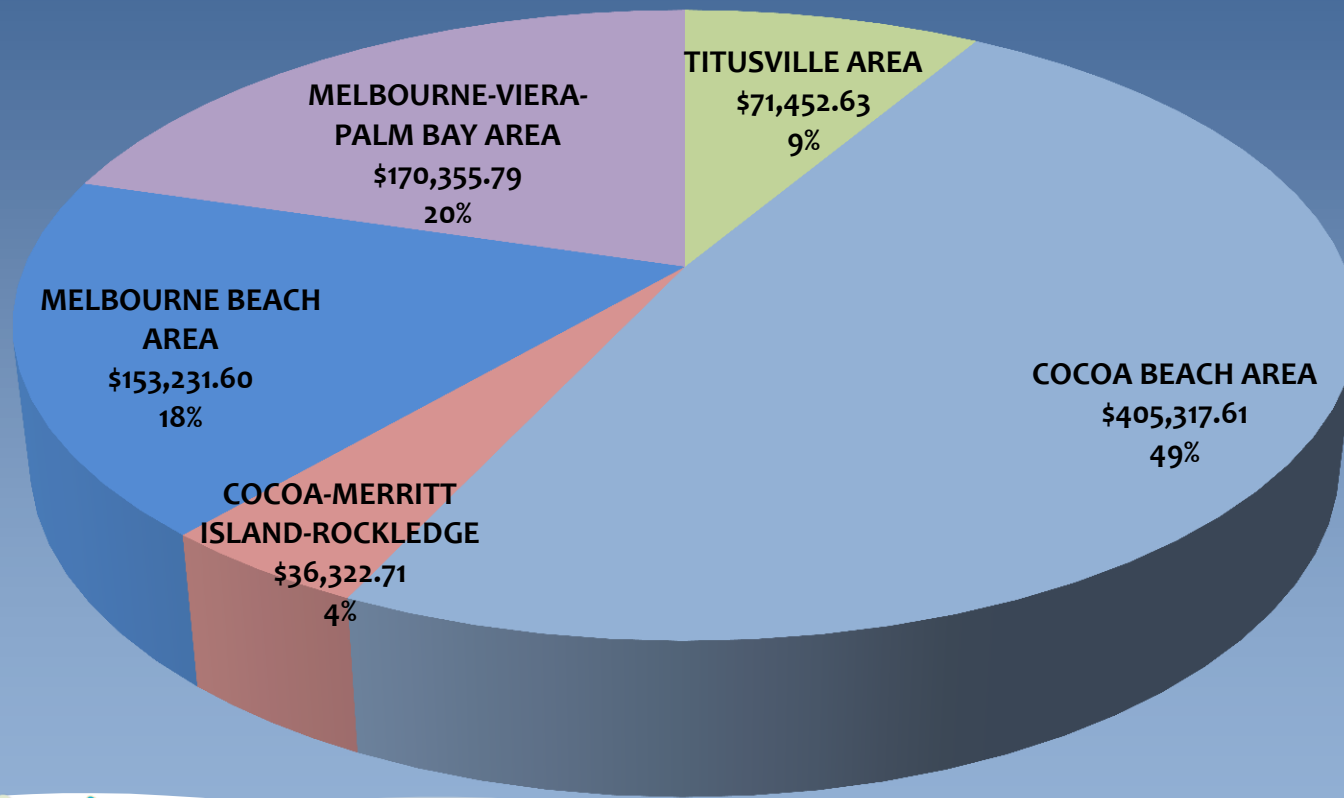
# Map of Tourist Tax Collections by Area



ORLANDO'S CLOSEST BEACHES

[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)

# Tourist Tax Collections by Area December 2015



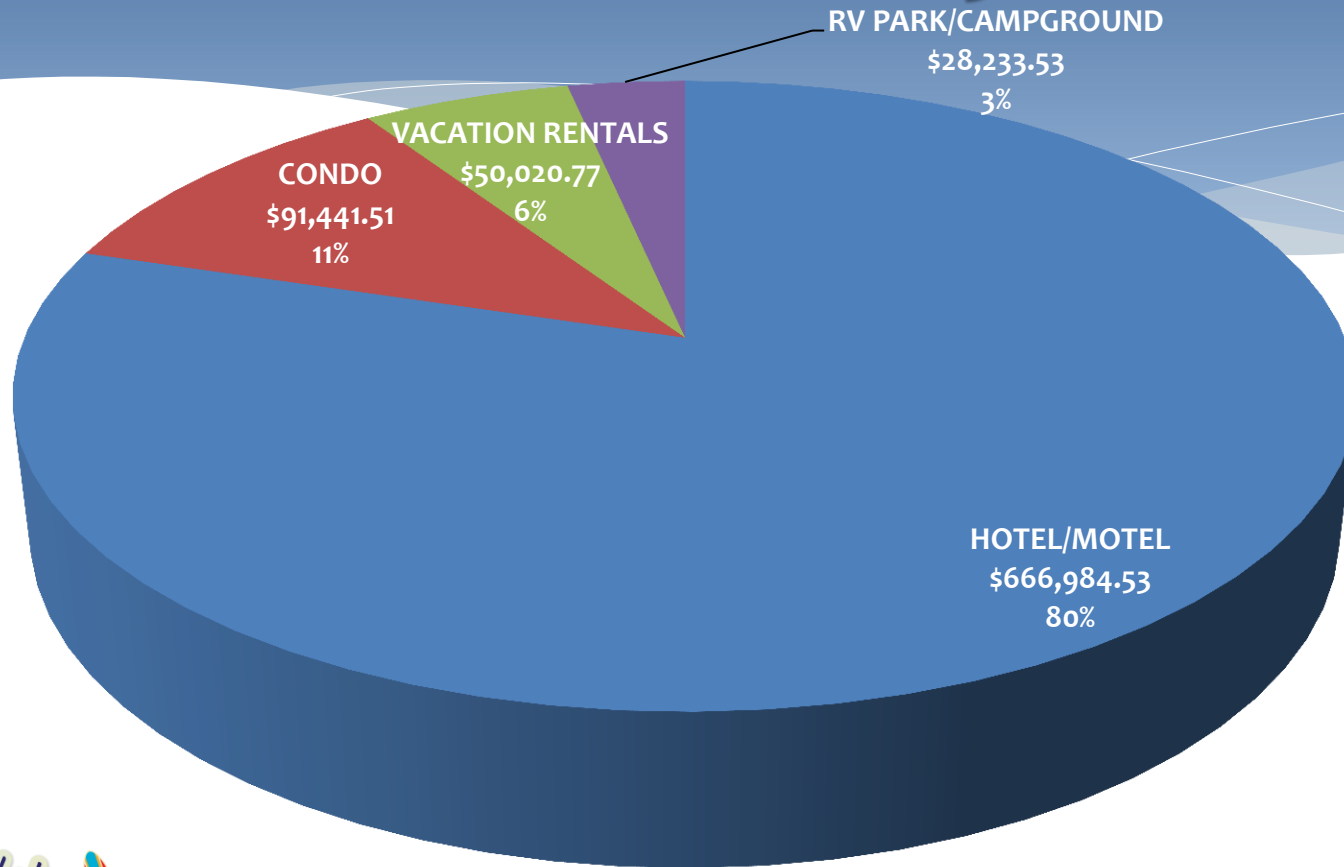
ORLANDO'S CLOSEST BEACHES  
[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)

## \$836,680.34

Brevard Tax Collector  
Lisa Cullen, CFC



# Tourist Tax Collections by Type December 2015



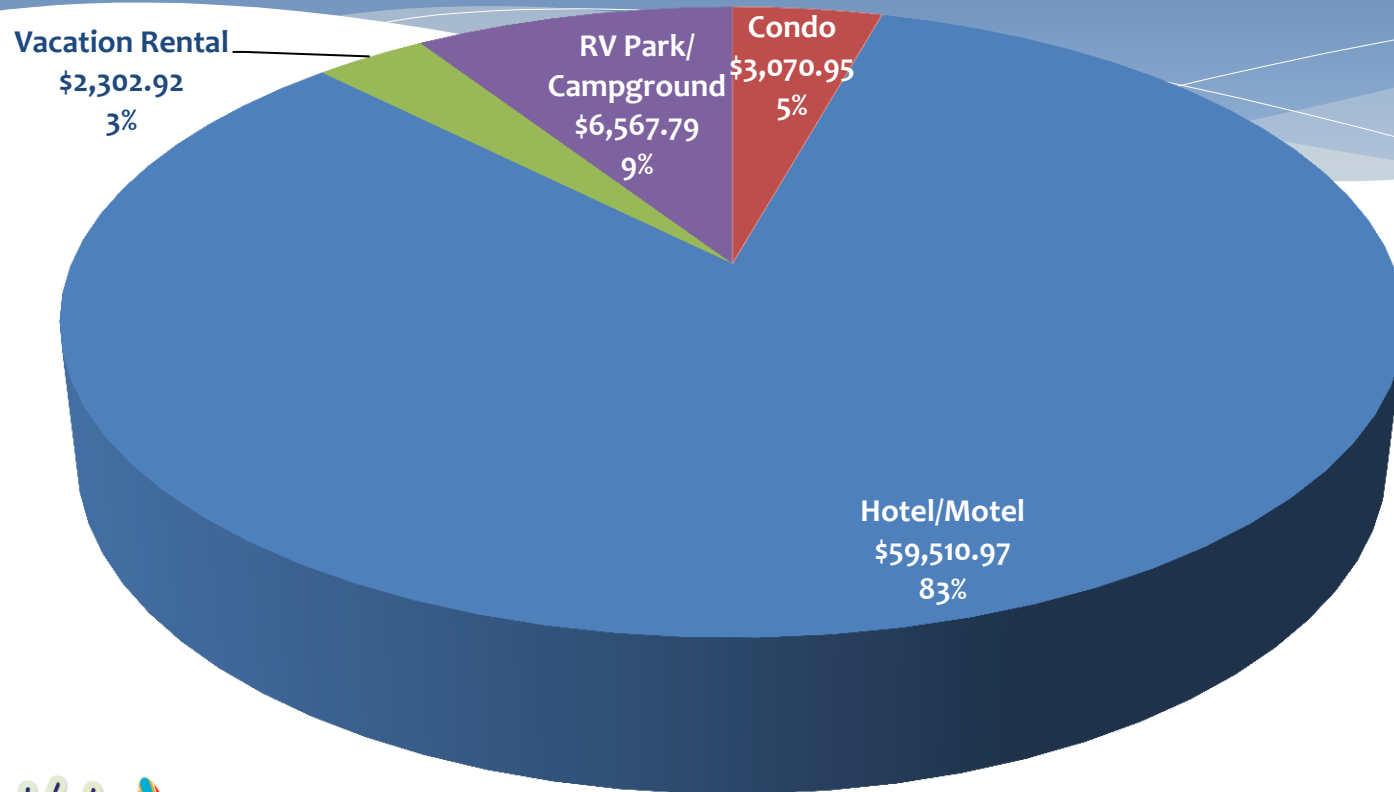
**\$836,680.34**



ORLANDO'S CLOSEST BEACHES  
[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)



# Titusville Area by Type December 2015

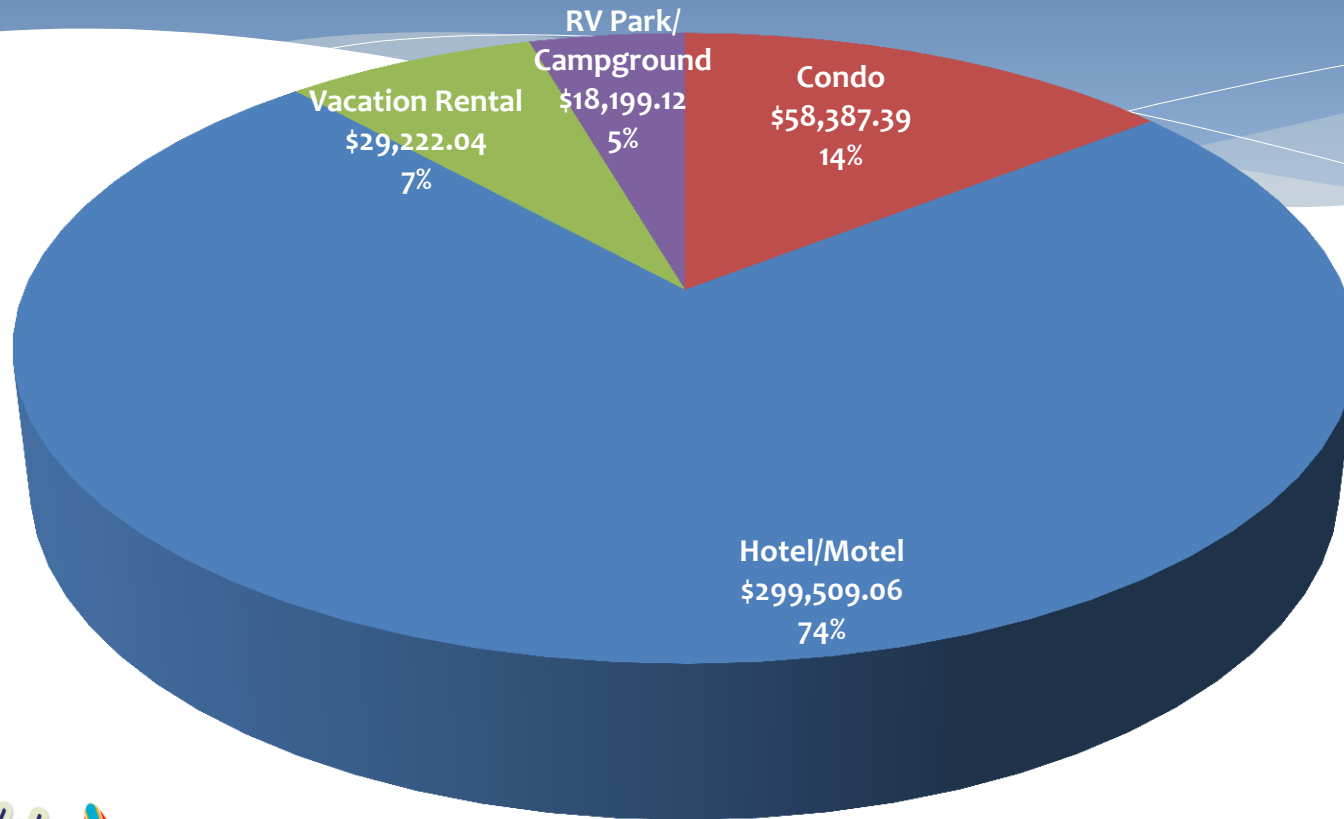


ORLANDO'S CLOSEST BEACHES  
[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)

**\$71,452.63**



# Cocoa Beach Area by Type December 2015

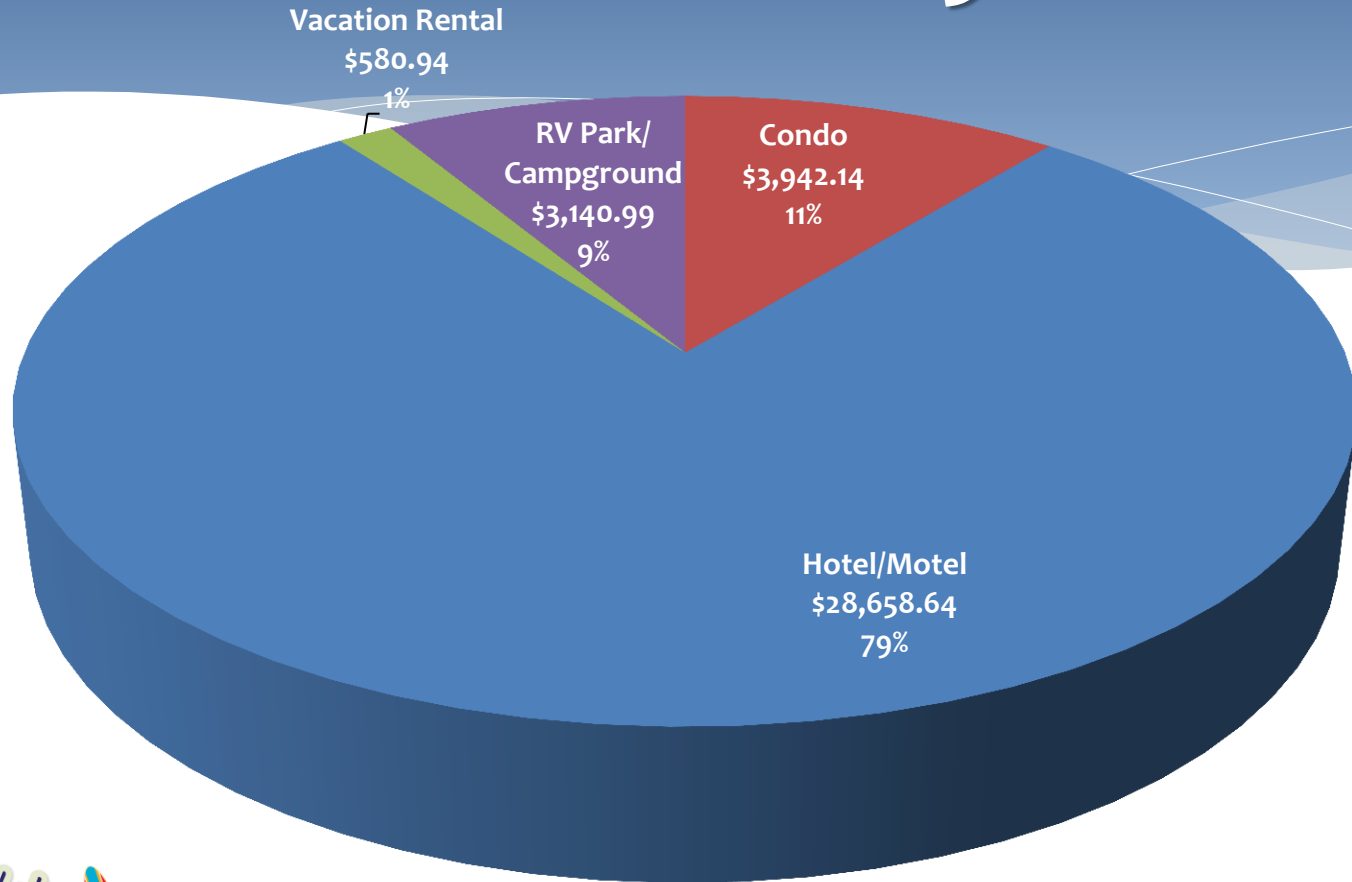


ORLANDO'S CLOSEST BEACHES  
[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)

**\$405,317.61**



# Cocoa-Merritt Island-Rockledge Area by Type December 2015

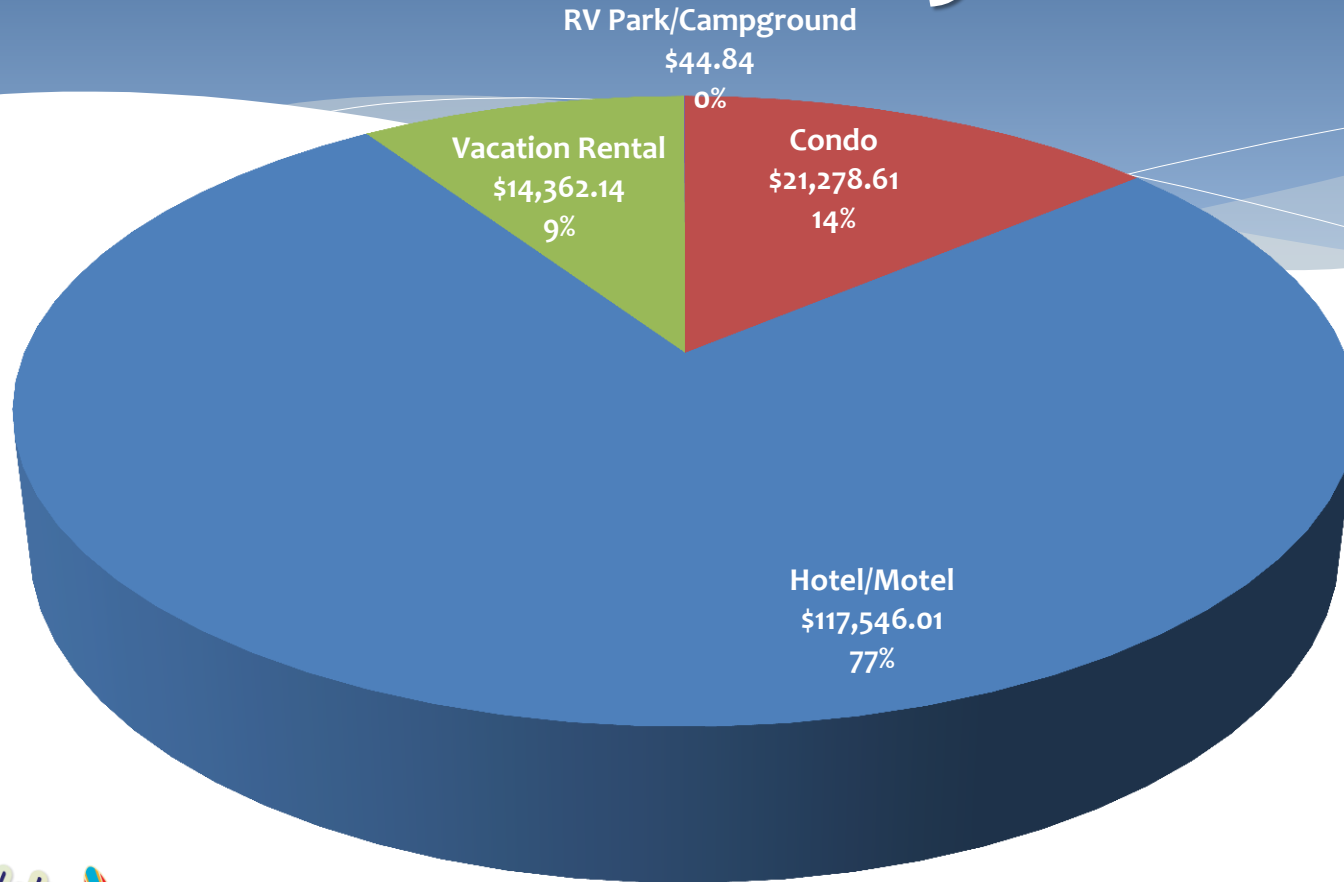


ORLANDO'S CLOSEST BEACHES  
[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)

**\$36,322.71**



# Melbourne Beach Area by Type December 2015



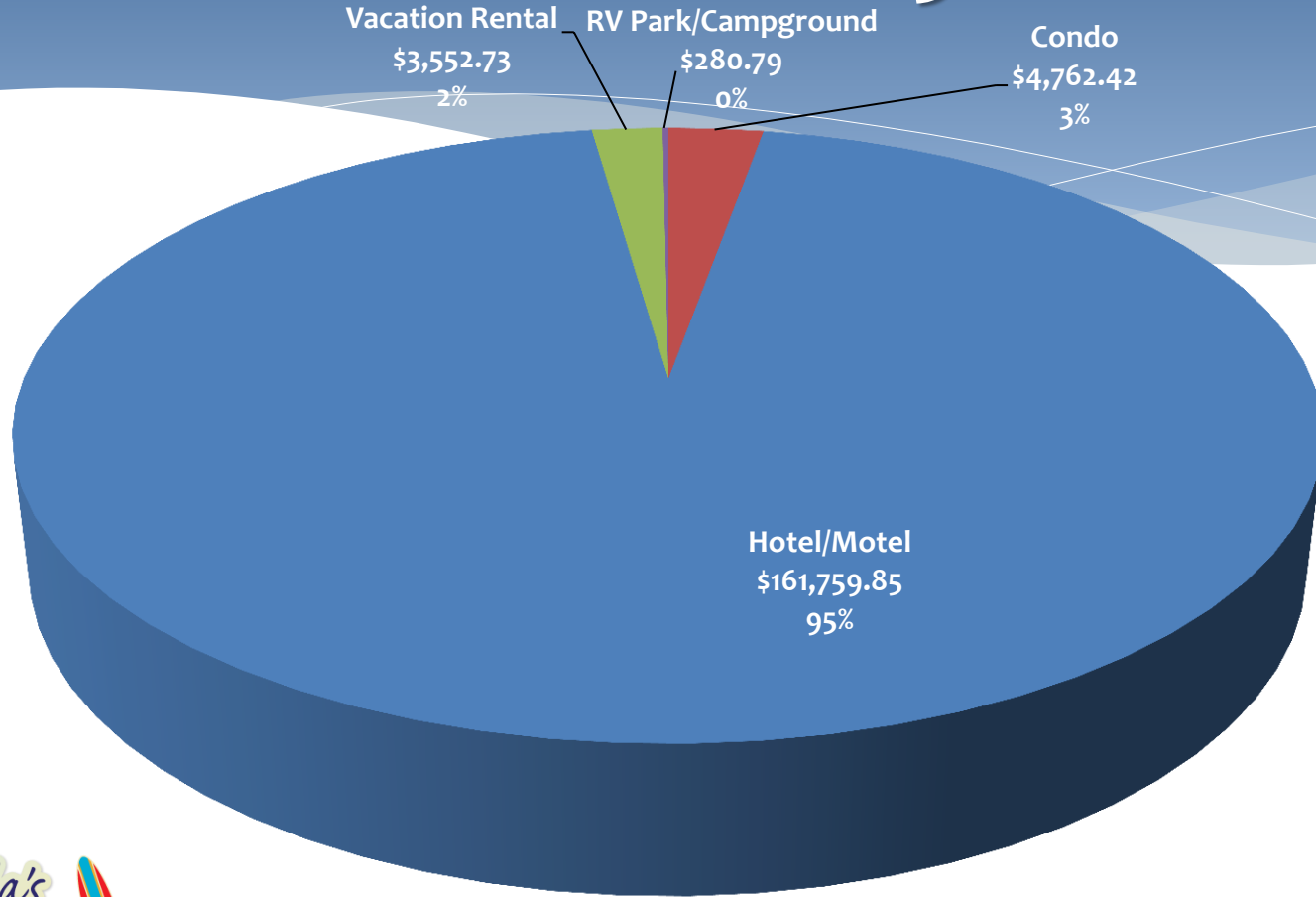
ORLANDO'S CLOSEST BEACHES  
[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)

**\$153,231.60**



# Melbourne-Viera-Palm Bay Area by Type

## December 2015



**\$170,355.79**

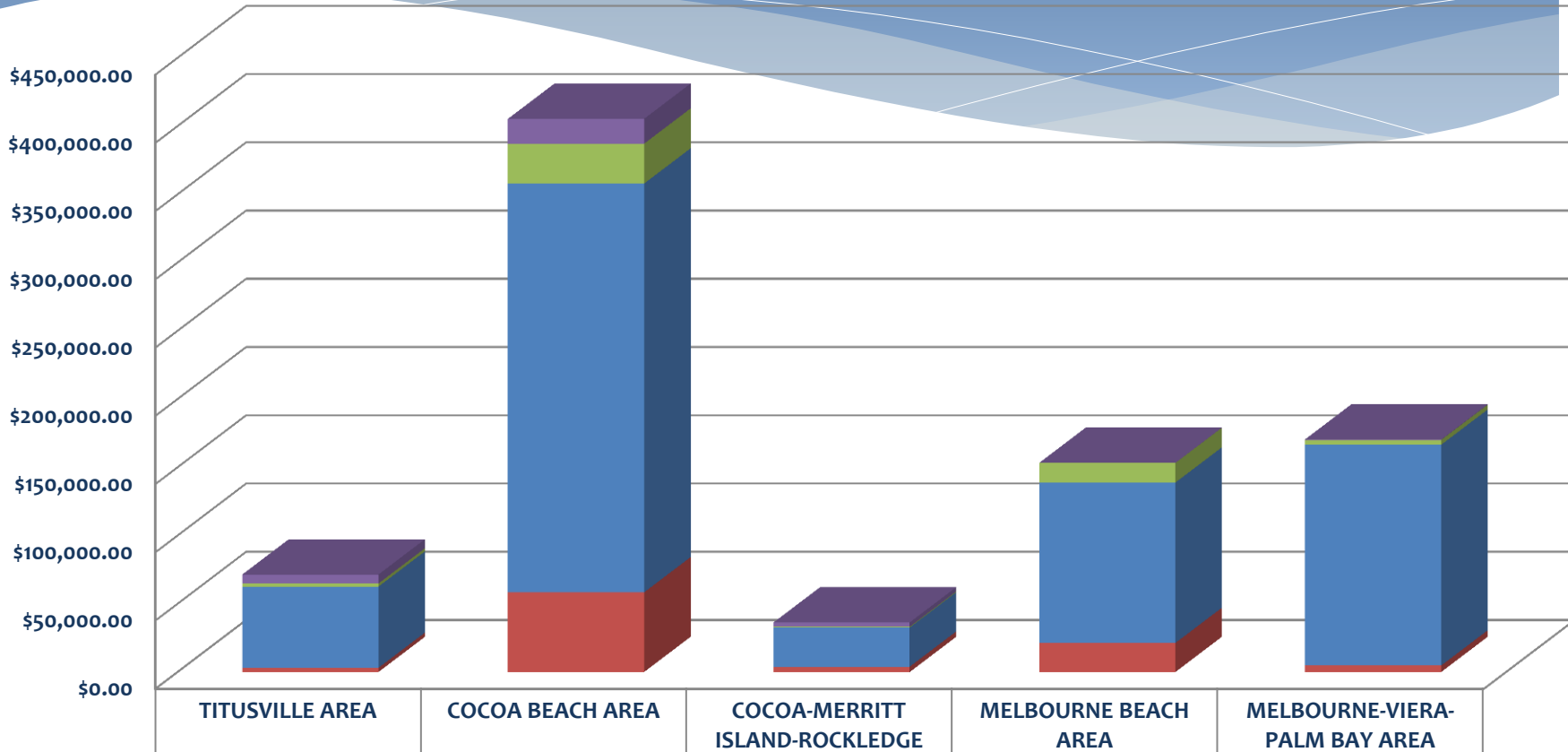


ORLANDO'S CLOSEST BEACHES  
[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)



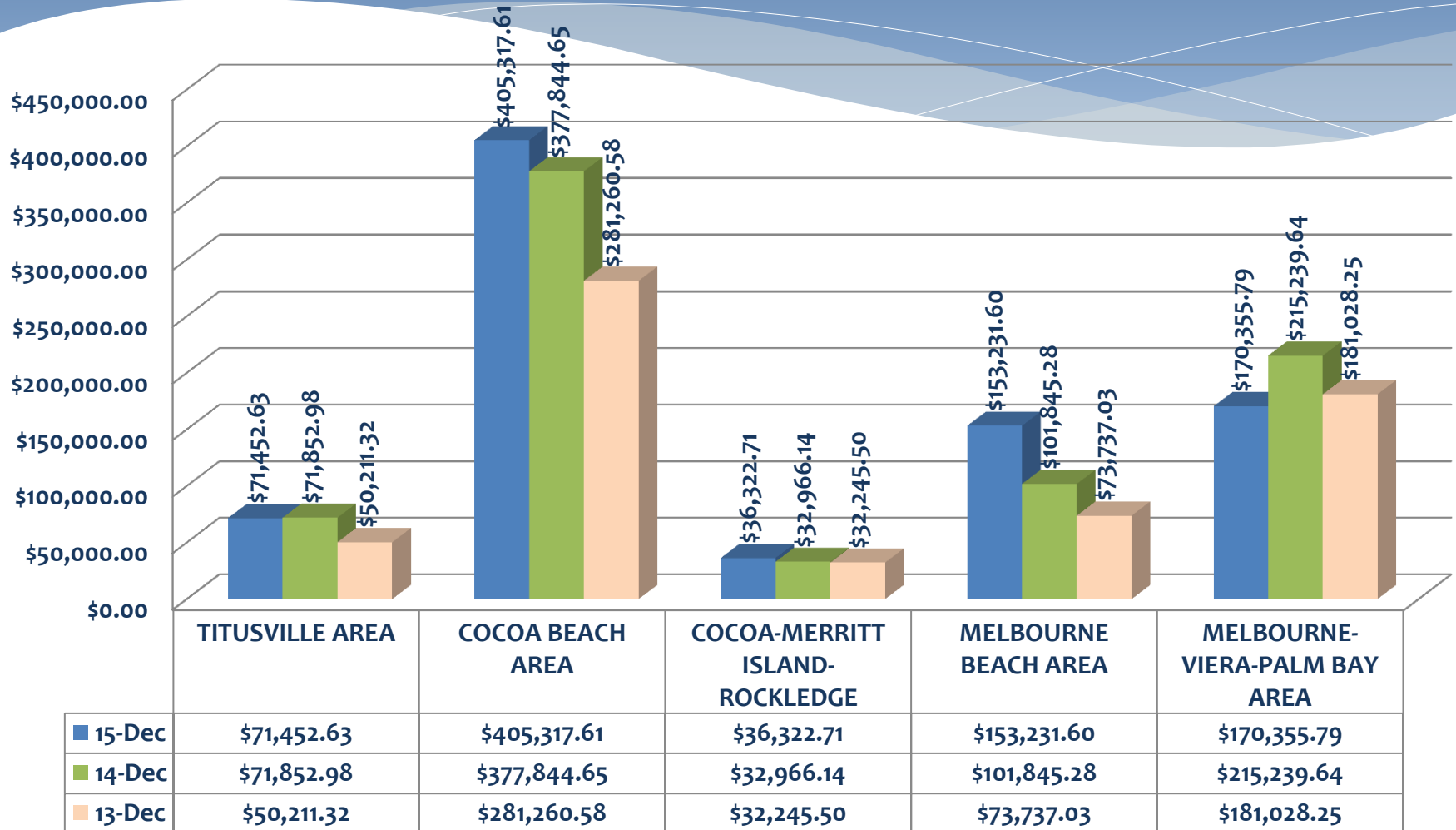
# Tourist Tax Collections by Type

## December 2015

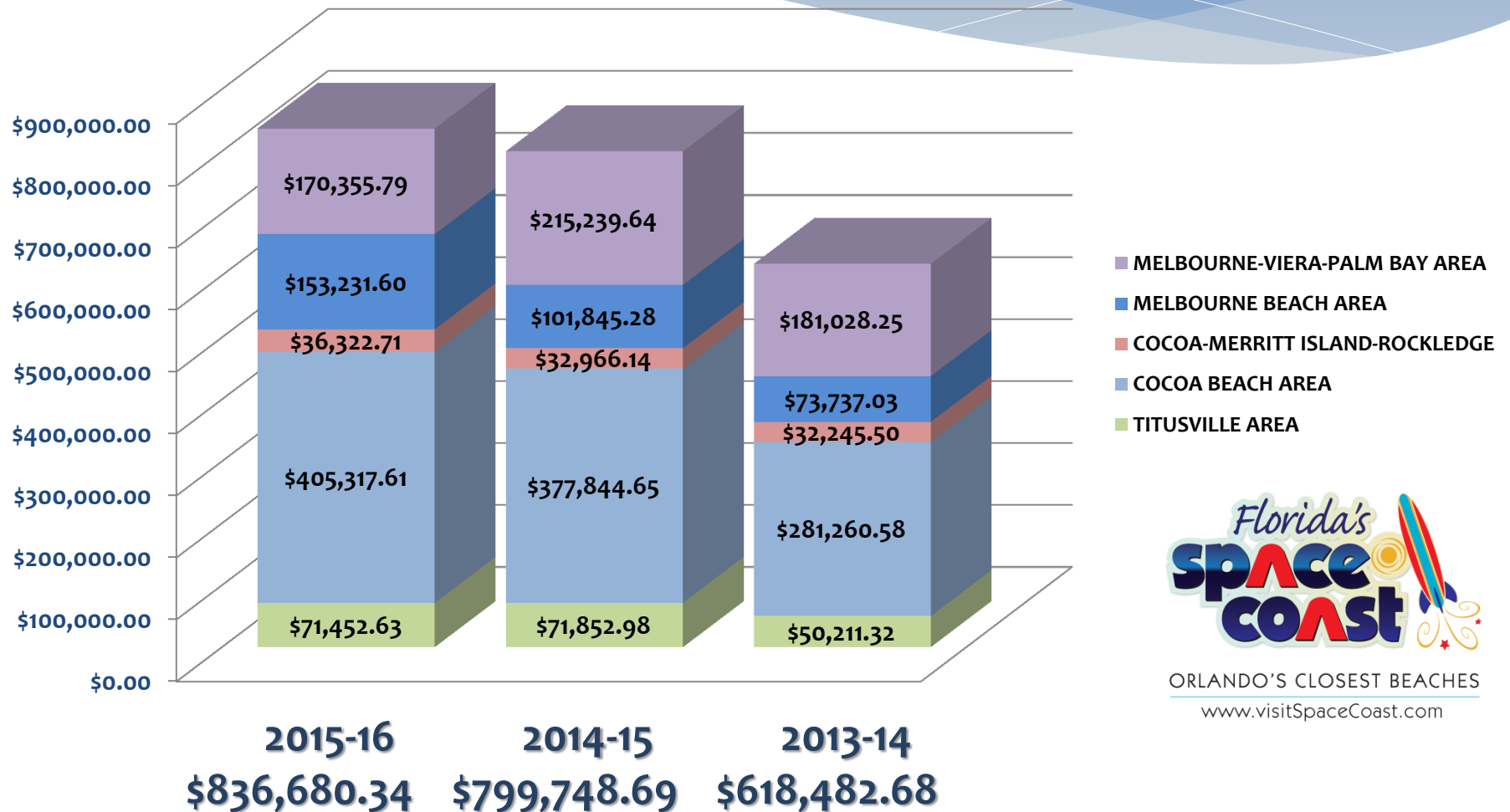


RV Park/Campground	\$6,567.79	\$18,199.12	\$3,140.99	\$44.84	\$280.79
Vacation Rental	\$2,302.92	\$29,222.04	\$580.94	\$14,362.14	\$3,552.73
Hotel/Motel	\$59,510.97	\$299,509.06	\$28,658.64	\$117,546.01	\$161,759.85
Condo	\$3,070.95	\$58,387.39	\$3,942.14	\$21,278.61	\$4,762.42

# Three Year December Comparison by Area



# Three Year December Comparison by Area



ORLANDO'S CLOSEST BEACHES  
[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)

# Revenue Analysis

## FY14, FY15 and YTD FY16

MONTH	FY2016	FY 2015	2016 TO 2015		FY 2014	2015 TO 2014		FY 2013	2014 TO 2013	
			\$Variance	% Variance		\$Variance	% Variance		\$Variance	% Variance
Oct	\$732,459.59	\$656,720.22	\$75,739.37	11.53%	\$553,752.95	\$102,967.27	18.59%	\$589,574.57	-\$35,821.62	-6.08%
Nov	\$716,955.54	\$645,180.40	\$71,775.14	11.12%	\$628,412.98	\$16,767.42	2.67%	\$519,533.74	\$108,879.24	20.96%
Dec	\$836,680.34	\$799,748.69	\$36,931.65	4.62%	\$618,482.68	\$181,266.01	29.31%	\$564,560.93	\$53,921.75	9.55%
Jan		\$963,272.47			\$766,804.05	\$196,468.42	25.62%	\$651,326.27	\$115,477.78	17.73%
Feb		\$1,197,949.18			\$1,016,918.63	\$181,030.55	17.80%	\$885,400.27	\$131,518.36	14.85%
Mar		\$1,621,787.49			\$1,421,795.30	\$199,992.19	14.07%	\$1,272,204.24	\$149,591.06	11.76%
Apr		\$1,078,431.92			\$921,980.58	\$156,451.34	16.97%	\$774,577.03	\$147,403.55	19.03%
May		\$896,290.14			\$795,122.19	\$101,167.95	12.72%	\$714,911.49	\$80,210.70	11.22%
Jun		\$916,539.50			\$844,773.85	\$71,765.65	8.50%	\$765,787.13	\$78,986.72	10.31%
Jul		\$1,028,875.77			\$925,107.99	\$103,767.78	11.22%	\$842,325.35	\$82,782.64	9.83%
Aug		\$774,931.99			\$796,370.41	-\$21,438.42	-2.69%	\$673,808.54	\$122,561.87	18.19%
Sep		\$712,282.27			\$766,539.45	-\$54,257.18	-7.08%	\$589,191.18	\$177,348.27	30.10%
TOTAL	\$2,286,095.47	\$11,292,010.04	\$184,446.16	27.28%	\$10,056,061.06	\$1,235,948.98	12.29%	\$8,843,200.74	\$1,212,860.32	13.72%

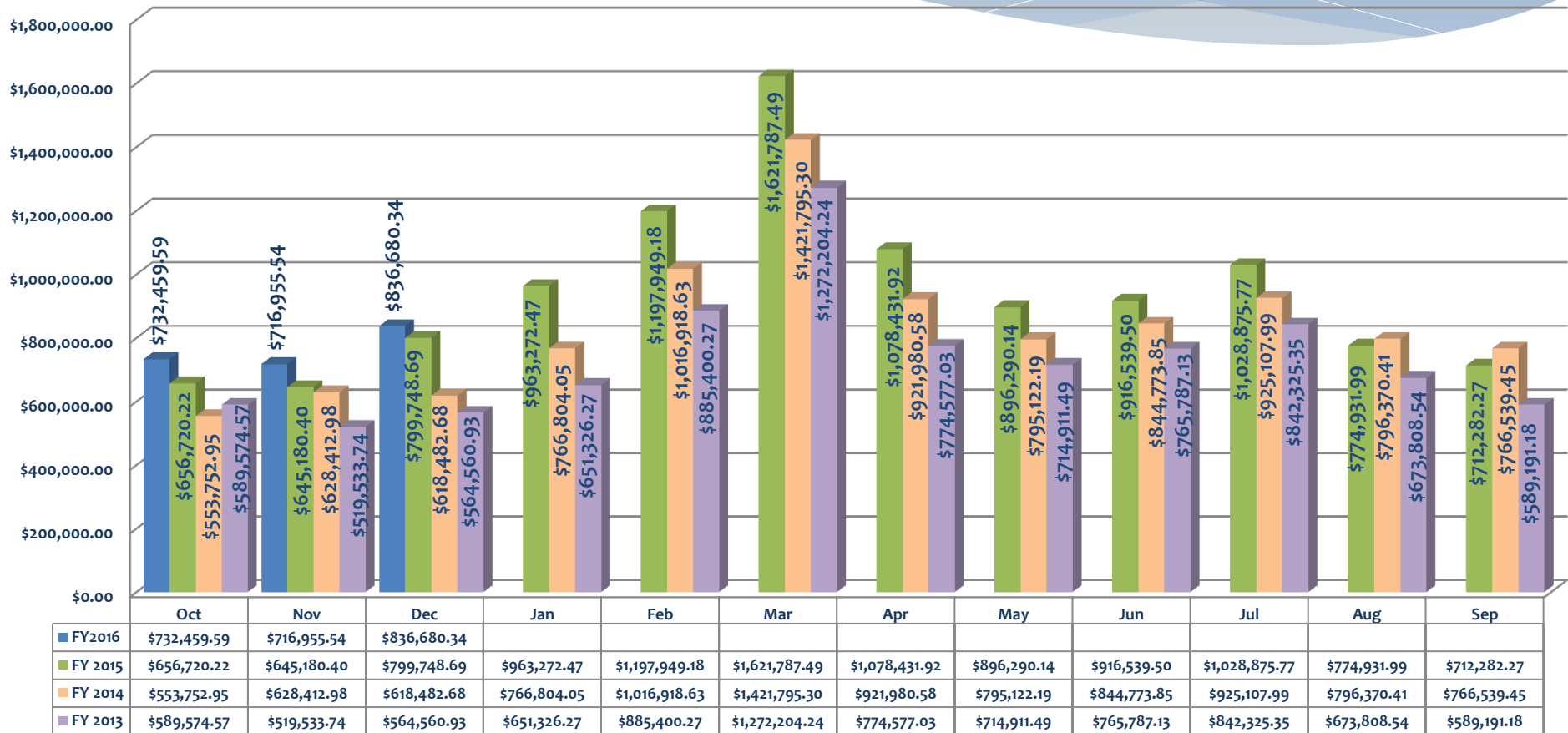


ORLANDO'S CLOSEST BEACHES  
[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)

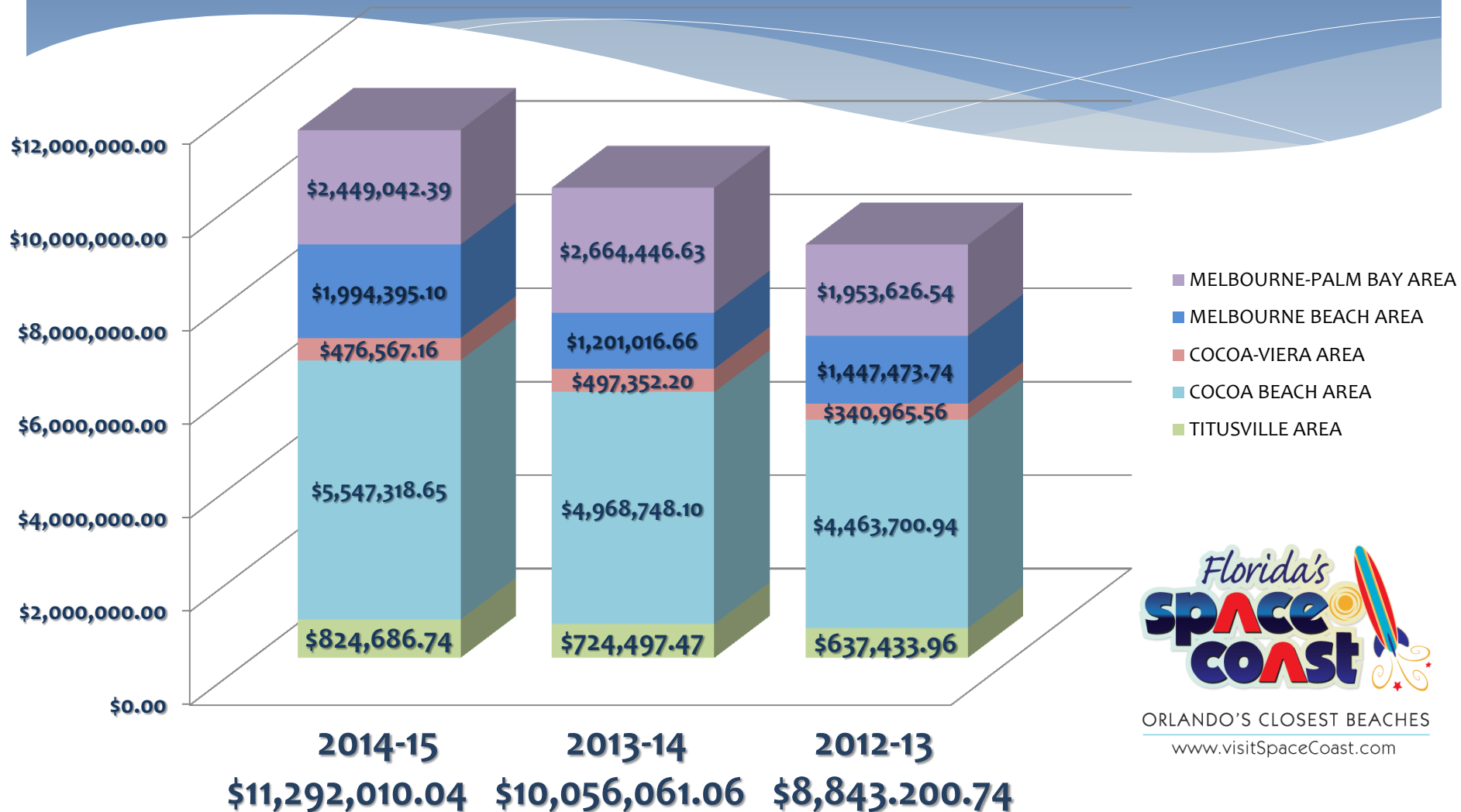


# Revenue Analysis

## FY13, FY14, FY 15 and YTD 16

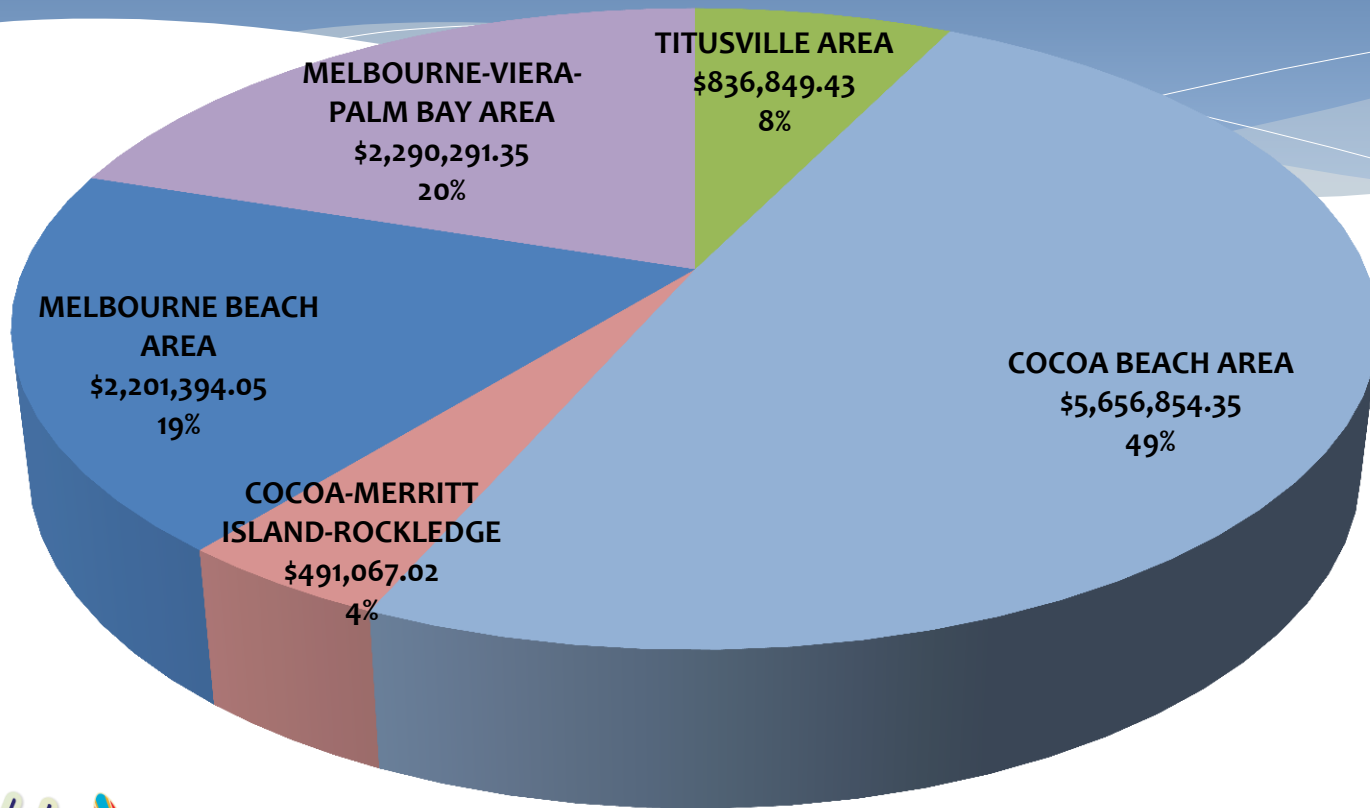


# Three Year Comparison by Area



# Tourist Tax Collections by Area

## Calendar Year 2015 as of December 31st



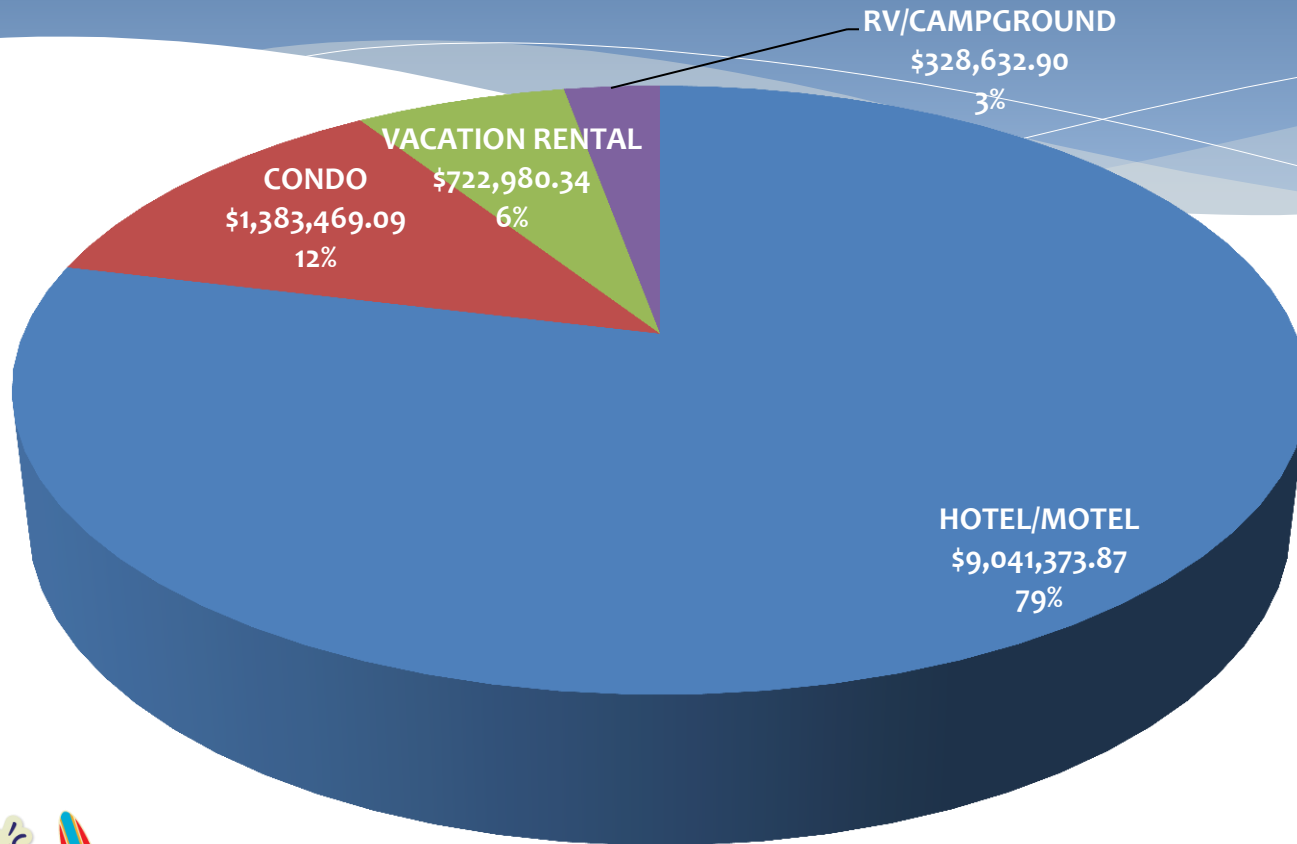
ORLANDO'S CLOSEST BEACHES  
[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)

# \$11,476,456.20



# Tourist Tax Collections by Type

## Calendar Year 2015 as of December 31st



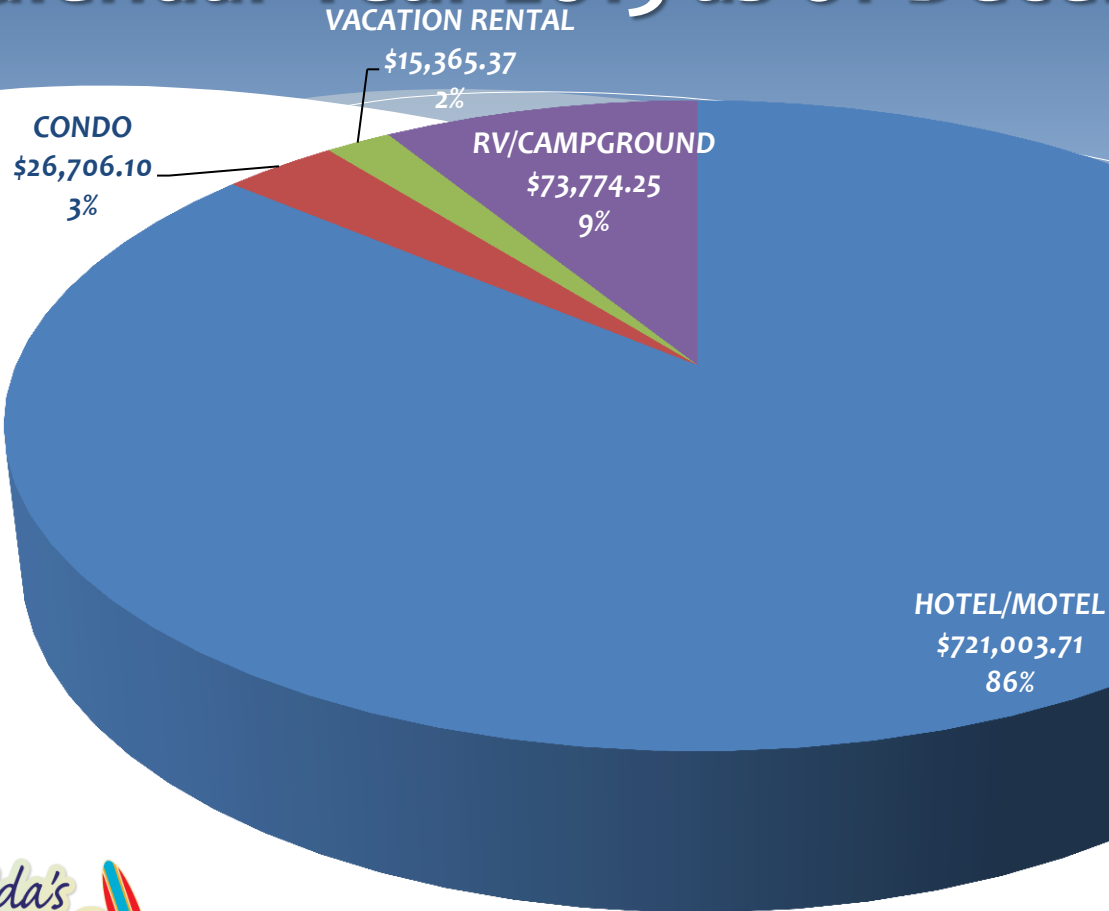
ORLANDO'S CLOSEST BEACHES  
[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)

**\$11,476,456.20**



# Titusville Area by Type

## Calendar Year 2015 as of December 31st



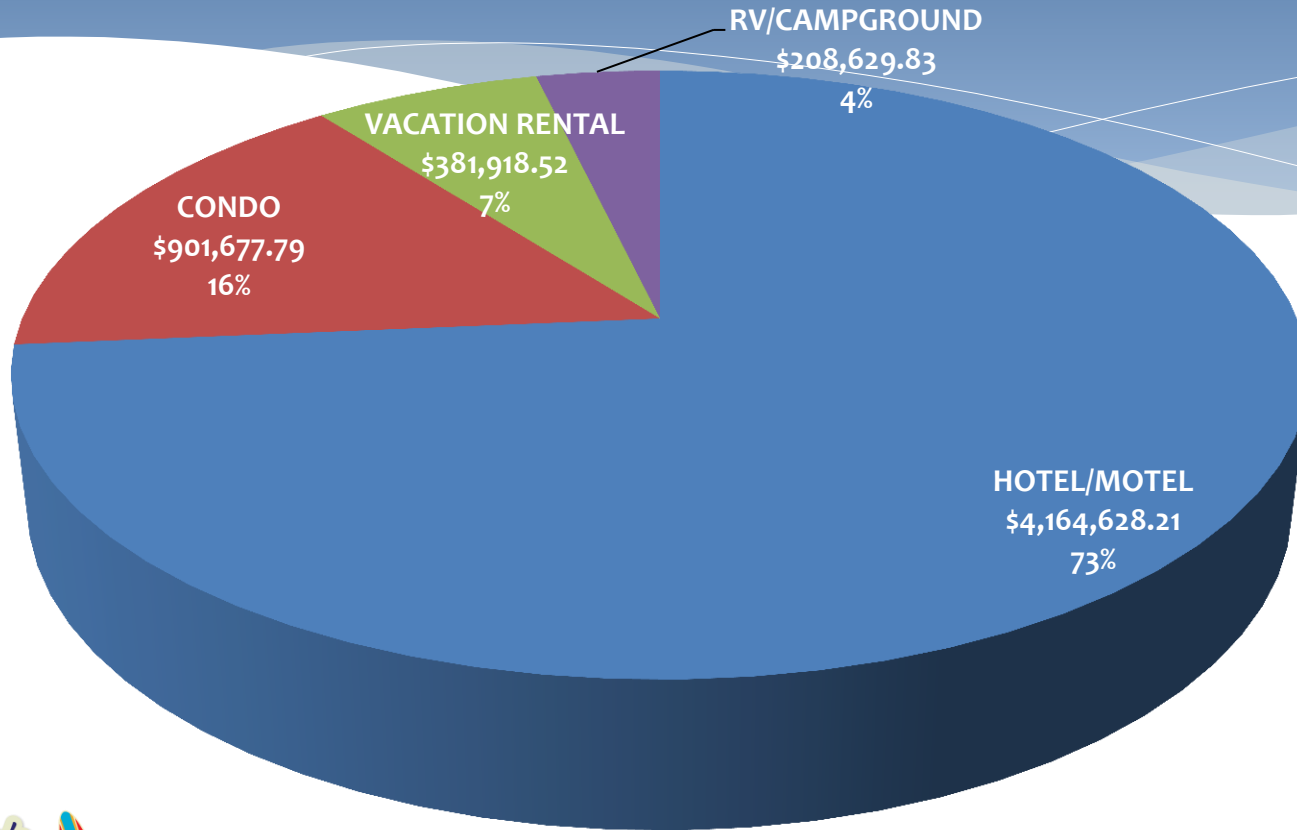
ORLANDO'S CLOSEST BEACHES  
[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)

# \$836,849.43



# Cocoa Beach Area by Type

## Calendar Year 2015 as of December 31st

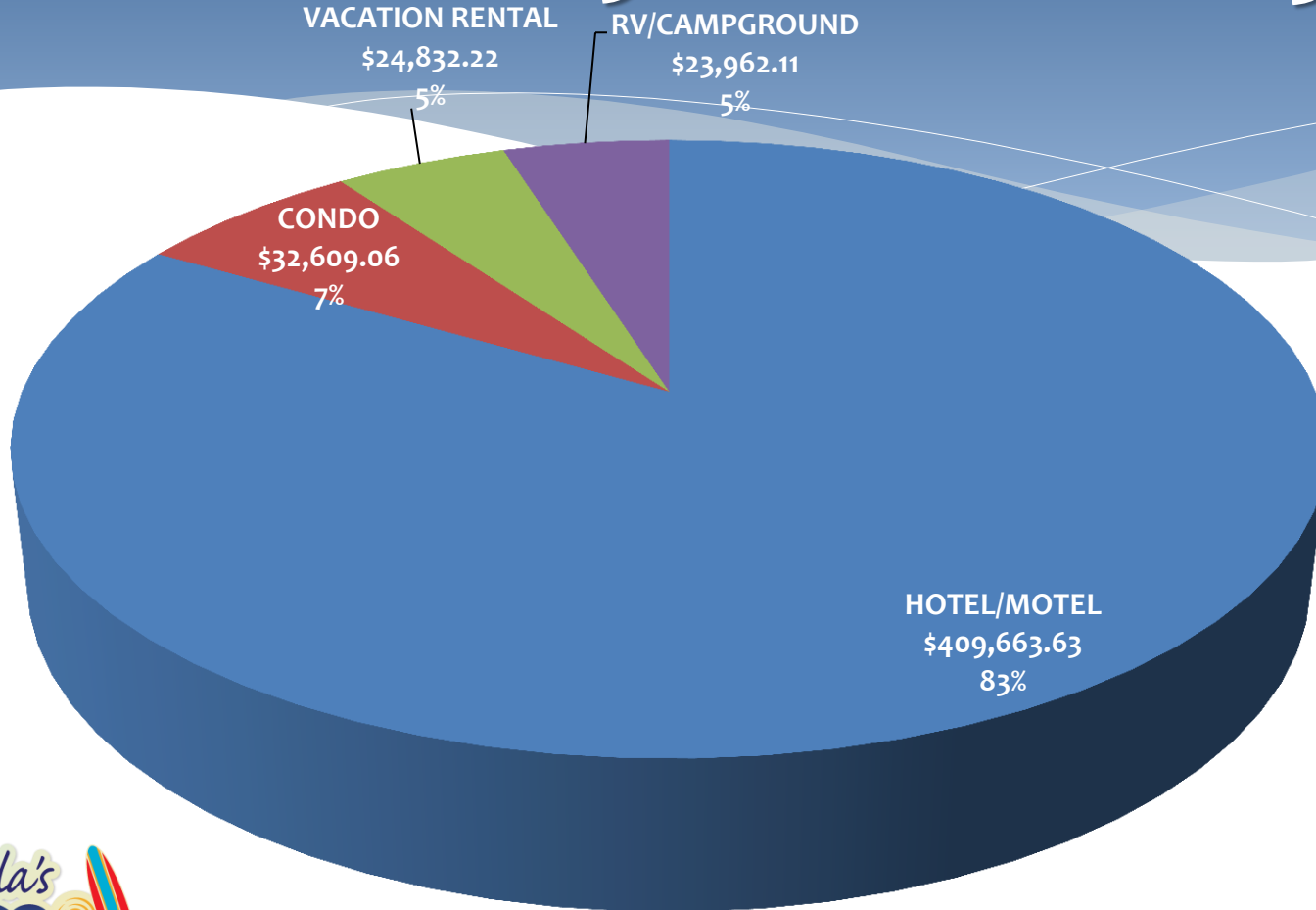


ORLANDO'S CLOSEST BEACHES  
[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)

**\$5,656,854.35**



# Cocoa-Merritt Island-Rockledge Area by Type Calendar Year 2015 as of December 31st

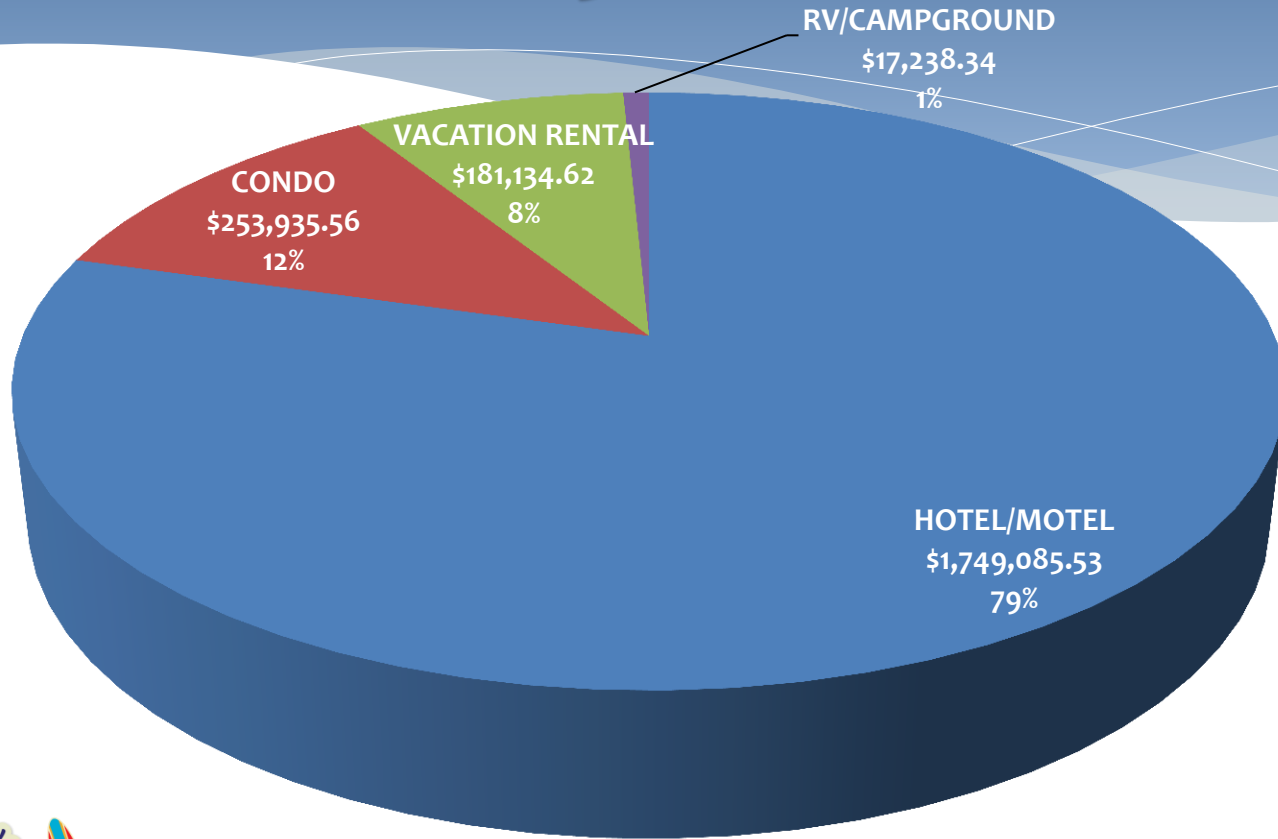


ORLANDO'S CLOSEST BEACHES  
[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)

**\$491,067.02**



# Melbourne Beach Area by Type Calendar Year 2015 as of December 31st

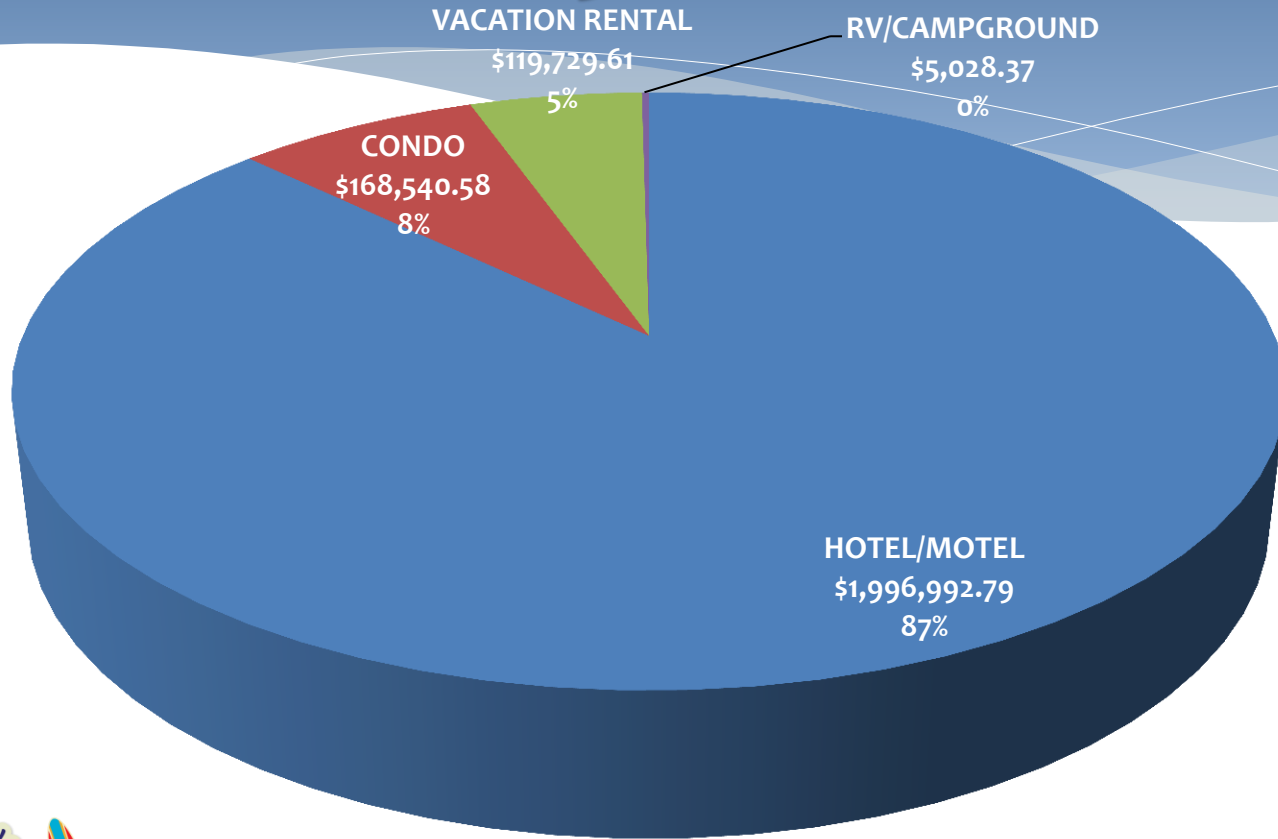


ORLANDO'S CLOSEST BEACHES  
[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)

**\$2,201,394.05**



# Melbourne-Viera-Palm Bay Area by Type Calendar Year 2015 as of December 31st

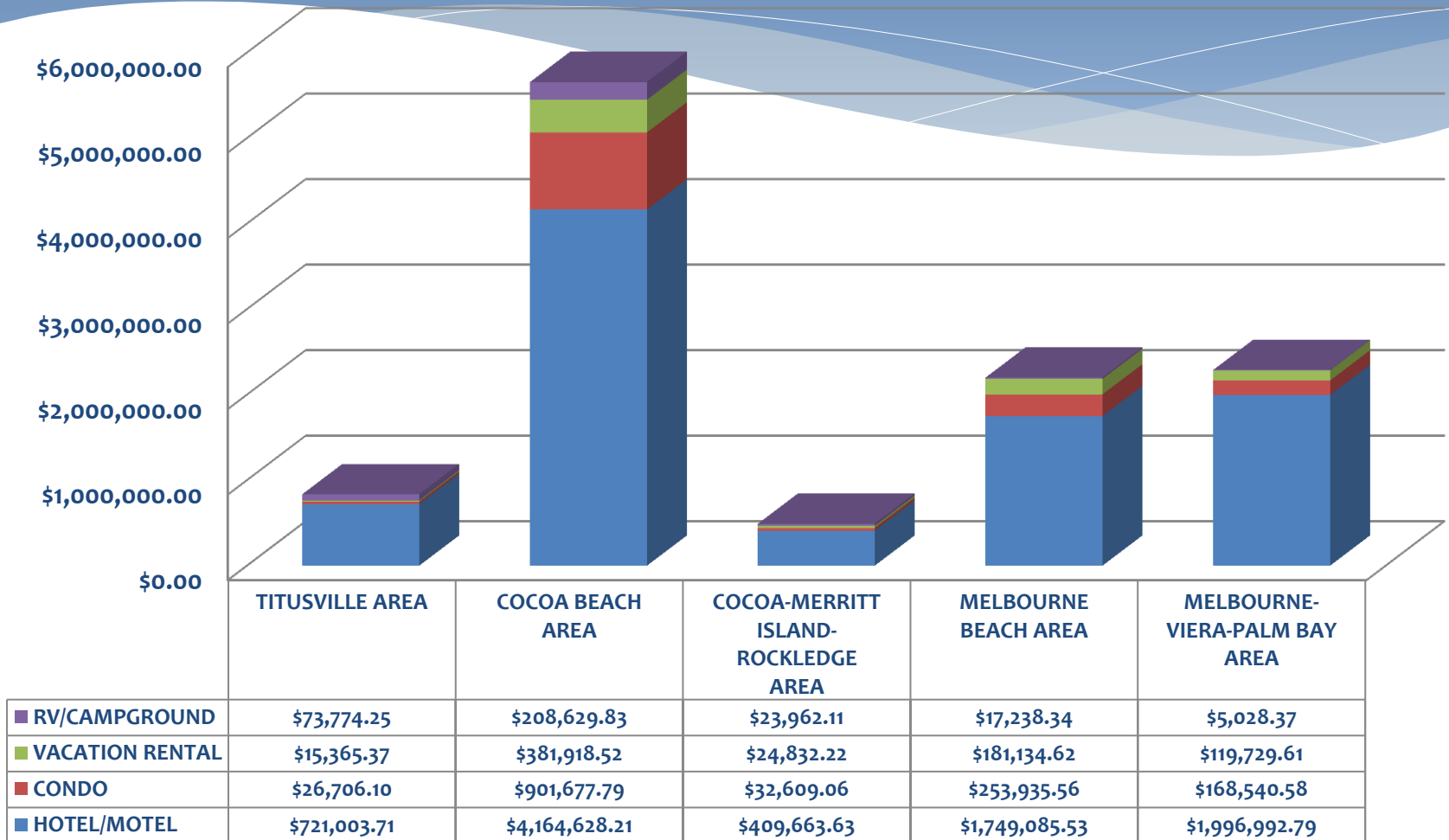


ORLANDO'S CLOSEST BEACHES  
[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)

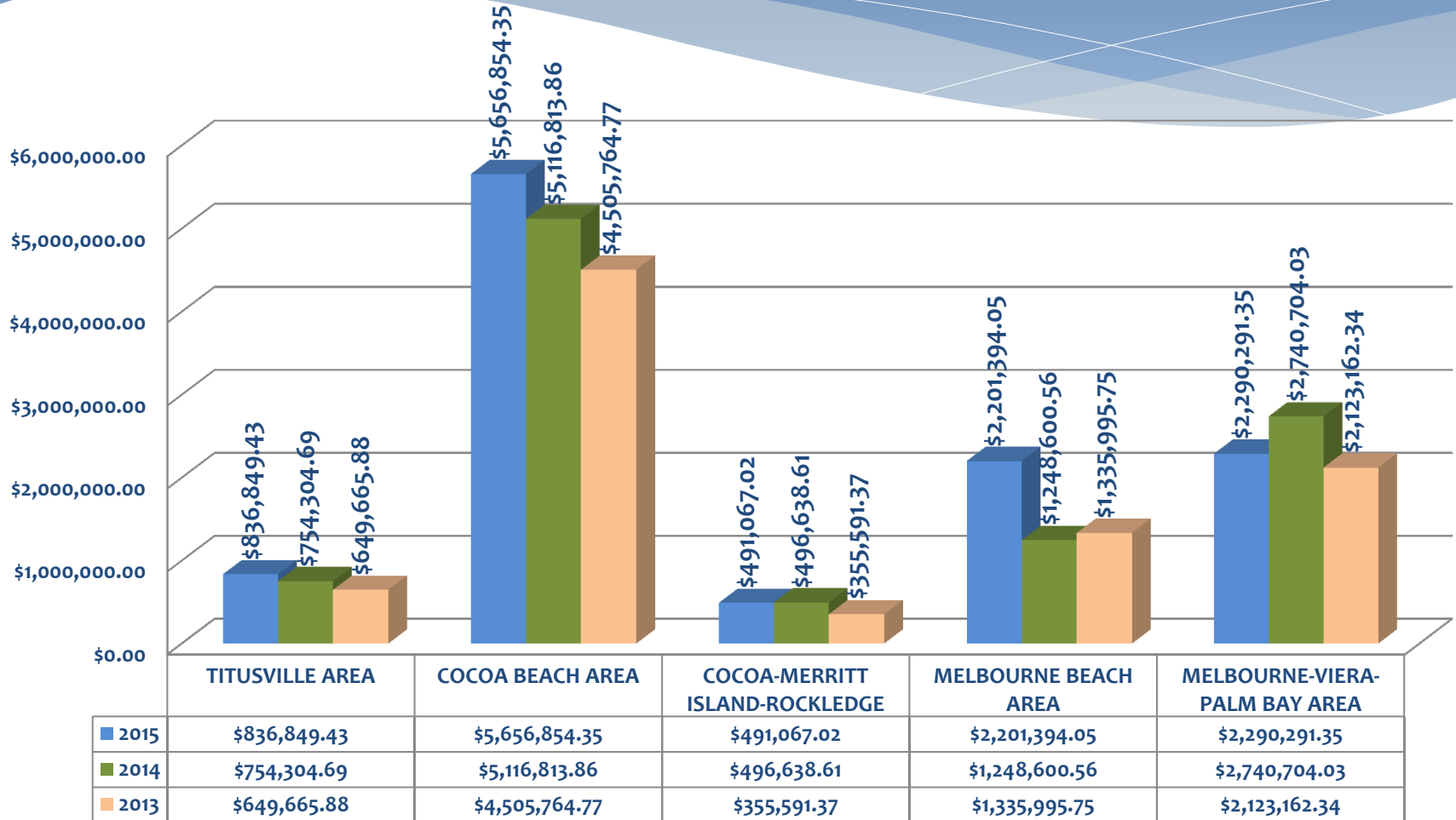
**\$2,290,291.35**



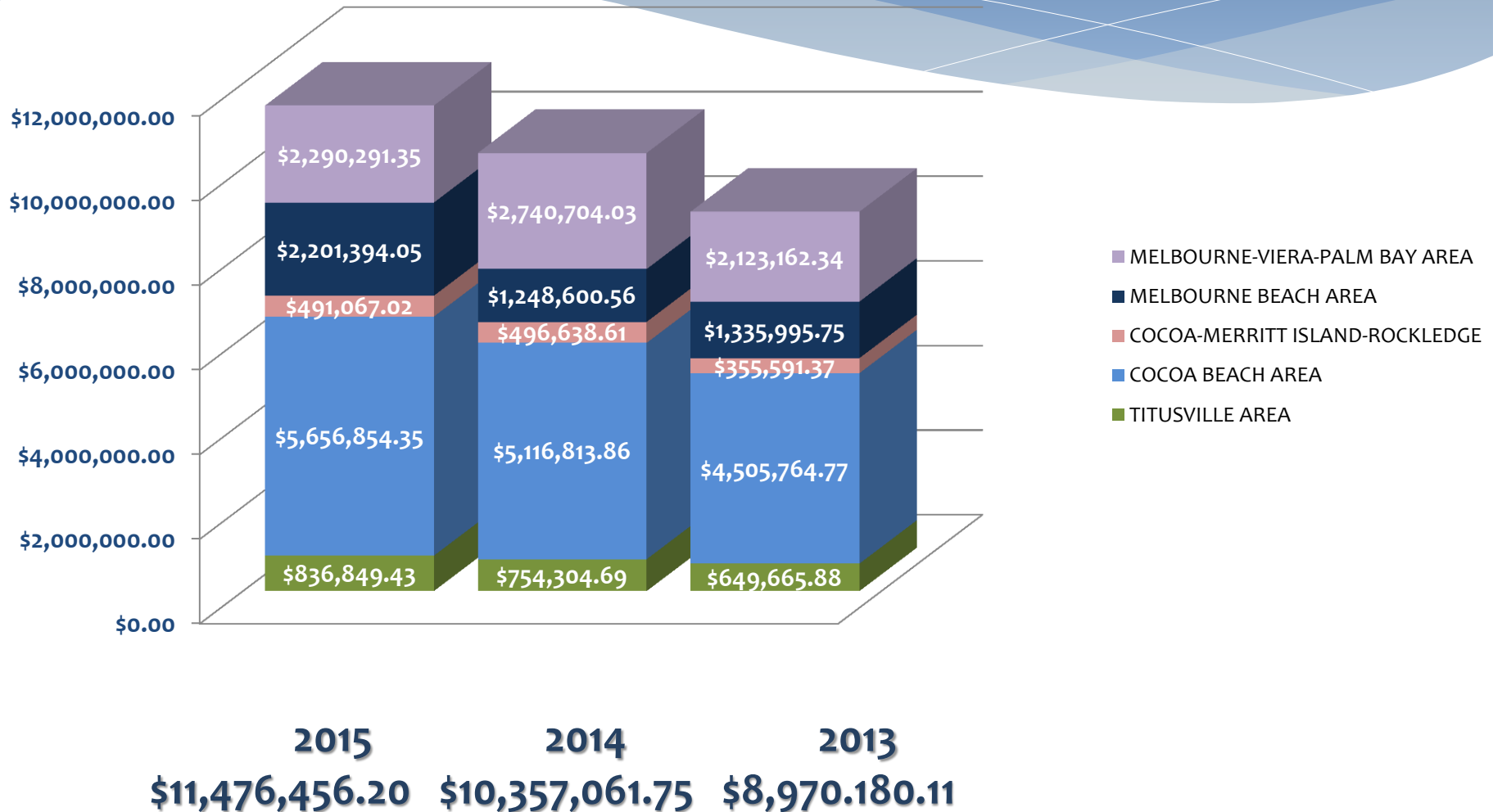
# Tourist Tax Collections by Type as of December 31st Calendar Year 2015



# Three Year Comparison by Area as of December 31st Calendar Year 2013, 2014 & 2015



# Three Year Comparison by Area as of December 31st Calendar Year 2013, 2014 & 2015

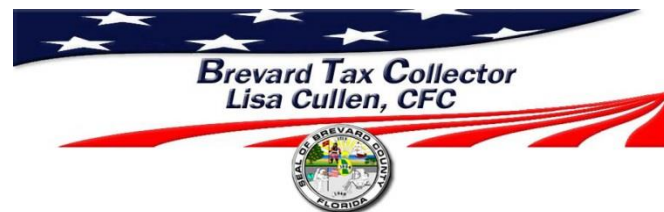


# Supporting Data and Service Contributions



ORLANDO'S CLOSEST BEACHES

[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)



Planning & Development